

# An Empirical Study on the Characteristic Development of Behavioral Culture Construction of Higher Vocational Colleges

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**Abstract**—Good teaching style, study style, and school spirit are the management goals of the school and the fundamental guarantee for cultivating famous teachers. The construction of high-quality behavioral culture is the basic condition for establishing famous schools, improving the quality of education and teaching, and promoting the harmonious development of teachers and students, and is an important symbol to measure the level of running a school. To further standardize and improve the level of education and teaching, and promote the development of schools with special characteristics, schools must take the construction of behavioral culture as the starting point and actively promote the construction of school spirit, teaching style, and study style, and effectively improve the quality of talent training.

**Keywords:** *behavioral culture, teaching style, study style, school spirit, characteristics*

## I. INTRODUCTION

Behavioral culture is the core of school culture, which is mainly expressed through the activities of teachers and students. It is the most frequent and direct feeling of people in daily life and expression of school culture. It is the ultimate embodiment of students' civilization quality. Through the three-level interaction, unity, cooperation and selfless dedication among managers, teachers and students, the core concept of "cultivating people with ingenuity and achieving mission" and the school spirit of "daring to be the first and striving bravely", as well as the teaching style of "advocating morality and erudition and refined teaching" are bred. By creating a healthy and civilized, safe and harmonious, enterprising and lively education environment, students are guided to form a learning style of "diligent learning, good thinking, self-cultivation and clear ambition". The excellent school spirit, teaching style and learning style are transmitted step by step in the influence of daily behaviors, and they are improved and promoted in a way of moistening things silently. It embodies the democratic management of the school, and advocates the self-discipline of teachers and students, so as to achieve the characteristics of teachers, students and school staff building the school, creating the school spirit and abiding by the school rules.

## II. THE WAY OF BEHAVIORAL CULTURE EDUCATION IN HIGHER VOCATIONAL COLLEGES

### A. *The construction of school spirit*

First, the school advocates excellent school spirit, carries out "civilized supervision activities of eight prohibitions" by the school leaders, adheres to democratic and scientific decision-making, strictly stresses work discipline, labor discipline and code of conduct, establishes strict school discipline and school spirit, actively carries out the Chinese classic poetry reading competition, and sets up provincial-level model schools for the standardization of languages and other activities, such as the construction of national demonstration bases for physical education. Combined with the characteristics and spirit of the logistics industry, it is necessary to establish the typical and promote the healthy atmosphere. The college can establish the typical of outstanding characters, make praise and award the honors, forming the school spirit of "cultivating people with ingenuity, achieving the mission".

Second, on the basis of the characteristics development of school, it is required to further improve the understanding and ideas of teachers and students, train famous teachers and build famous schools. Democratic and scientific management is carried out to beautify, purify and maintain rules. Good school spirit of safety, civilization and harmony is emphasized everywhere. The colleges should vigorously cultivate the sense of ownership of teachers and students, and fully mobilize their enthusiasm, initiative and creativity. At the same time, the colleges should constantly improve the work style, firmly establish the idea that school development is teacher-centered, establish the idea that management is service, and ensure that everyone is equal in the system. Also, it is necessary to implement open and transparent policy on major issues, and clear rewards and punishments. The annual assessment, promotion of professional titles, distribution of wages and bonuses and other matters related to the interests of teaching and administrative staff shall be publicized and supervised through the school's public platform. It is required to internalize school decision-making into teachers' conscious action, providing ideological guarantee for the construction

of school spirit. It is necessary to adhere to people-oriented concept and scientific development, further revise the school rules on the basis of the original, implement refined management, and provide system guarantee for the construction of school spirit.

The third is to create a strong atmosphere of "school spirit construction year" with cultural construction and activity culture construction as the breakthrough. The starting point of "school spirit construction" is to improve and innovate school emblem, school song and school motto. The teachers and students will fully understand the connotation of school motto, school emblem and school song, and be familiar with the singing of school song. The publicity and education of "school spirit construction" is completed by explicit culture and activity culture such as blackboard newspaper, newspaper copying, small-scale production, painting, homework, window bar, etc.

### *B. Construction of teaching style*

The first is to do a good job in the education of teachers' professional ethics, teachers' behavior norms and legal education. The colleges should formulate and improve various rules and regulations, establish and improve the evaluation system of teachers' behavior, and constantly promote the correct guidance of teachers' behavior. It is required to carry out activities to strive for excellence and encourage teachers' healthy development with the advanced. The colleges should pay attention to teachers' legal education, enhance teachers' legal awareness and legal concept, carry out activities to supervise teachers' morality and conduct, establish a mechanism to supervise teachers' behavior, and enhance teachers' self-restraint ability, so as to form a good behavior of consciously abiding by laws and disciplines and make the demonstration for students. According to the standard of "four hases", the colleges can carry out the teacher commendation activity of "never forgetting the initiative and ingenuity to educate students" and the report meeting of advanced typical deeds of people around to strengthen the construction of teachers' morality, lead teachers to stick to their initiative, remember their mission, be brave to take responsibility, devote their blood and dedication to the struggle, and advocate teachers to use the initiative, love and ingenuity", which interpret the original intention of the Communist Party members, embody the patriotic feelings of the teachers and workers who love the school, the family and the students, and the teachers' determination to train skilled talents for the country and the craftsmen of the great powers. The teachers should stick to original responsibilities and take the advanced model as an example to fully demonstrate the school's educational effect.

The second is to guide teachers to establish a correct outlook on education and promote the formation of a good teaching style. In view of the current situation that some teachers have weak leading consciousness and responsibility consciousness, insufficient preparation for lessons, single teaching method and unsatisfactory teaching effect in the teaching process, the majority of teachers are required to

establish correct education concept, change traditional teaching method, make bold innovation and carry out research teaching, such as adopting behavior to guide teaching and discussion method, so as to cultivate and exercise students' autonomy ability of learning and independent thinking, effectively solve the deep-seated problems in the construction of teaching style and promote the formation of excellent teaching style.

Third, teachers should strictly perform their duties and truly make the teaching and education. Teachers should strictly implement the relevant provisions of the post responsibilities of teachers, make sure that there are teaching plans and lecture notes in class, and complete the teaching tasks according to the requirements of the syllabus. Teachers should enhance the awareness of teaching and education, strictly make the teaching, pay attention to the words and deeds at all times, and be "teachers" everywhere. They should not only impart scientific knowledge to students, but also impart knowledge seeking methods and human principles to students. They should insist on arriving at the door of the classroom ahead of class, and do not leave the classroom midway or talk on the phone. The teaching work should be implemented.

The fourth is to carry out teaching evaluation activities, reflecting the demonstration of excellent teaching style. The teachers should pay attention to the construction of teachers' morality, take the main responsibility for the bad atmosphere in the classroom, adopt flexible teaching methods, mobilize the enthusiasm of students to listen to the class, and drive the construction of good learning style with good teaching style. The colleges can carry out the theme activity of "striving to be an excellent teacher of teaching quality", combine inspection with evaluation, and combine teacher evaluation with student evaluation, commend the teachers who have made obvious progress in the construction of teaching style and teaching work, establish a typical model, and push the construction of teaching style to a new level.

The fifth is to give full play to the role of teaching supervision. The colleges should supervise and urge the secondary colleges to earnestly perform its work responsibilities, adhere to class attendance, understand the situation of teachers in teaching content organization, teaching methods, teaching attitude, teaching and education, and contact and communicate in time if any problems are found, so as to give timely help and guidance to the problems existing in the teaching work of teachers, and put forward suggestions.

The sixth is to establish and improve the teaching quality monitoring system. It is required to adhere to the implementation of "teaching supervision, students' evaluation of teaching, teachers' evaluation of learning" as the breakthrough of the teaching quality monitoring system, adhere to and improve the teaching supervision system, teaching quality evaluation system, teaching inspection system, teaching examination separation system, department leaders' listening system and other quality monitoring means.

### *C. The construction of study style*

First, the colleges should vigorously carry out the construction of study style, actively guide students' behavior and promote students' health through appropriate signs, graphics and rules and regulations in the living environment. It is necessary to carry out the construction of students' behavioral culture and promote the vitality of civilized campus. Through the "anchor of growth" training project, the colleges will train young people to be qualified citizens with ideals, morality, culture and discipline, so that they can develop in an all-round way in moral, intellectual, physical, aesthetic, labor and other aspects, and become qualified talents for socialist modernization. By doing a good job in the daily management of students, it can build a good style of study. The main task of students is to study. Good study habits are the guarantee of study. In order to create a good learning and living environment and pay attention to the daily management of learning, it is necessary to cultivate students' habits of reading, questioning and exploration, cooperation and communication, standardize students' learning behavior and promote the formation of a good style of study. Through the management of the party school, it can strengthen students' study on ideological and political theory and strengthen the ideological education of young students. The study of political theory has received positive results. The colleges should organize students to systematically study Marxism Leninism, Mao Zedong thought, Deng Xiaoping Theory and the important thought of "three represents", and cultivate students to love the party, serve the people wholeheartedly and serve the people with the noble sentiment of working hard in socialist modernization with the education of "Eight Honors and Eight Disgraces". Every Party member should read a good book every semester, take part in a youth volunteer activity, write a good article, and set a good example for students. Through the open space of network environment, it is necessary to strengthen the construction of students' behavioral culture. With the large capacity and high speed of Internet information transmission, the virtual world is full of sunshine, warmth, kindness and health. To actively carry out the activities of "one boycott and three walks in", the majority of students are required to practice network civilization, be good at online learning, not to browse bad information, be honest and friendly in communication, and not to deceive others, so as to promote network morality. It is necessary to carry out civilized online signature activities, practice the convention of network civilization, and be the pioneer of network civilization. The construction of students' behavioral culture will open a new chapter with the help of modern information technology.

Second, the colleges should strengthen social practice activities and cultivate students' awareness of service. Actively carrying out healthy and beneficial social practice activities is an important position for building students' behavioral culture, organizing students to go out of school, carrying out volunteer activities, going to the countryside, etc. The colleges should adhere to the service activities of young volunteers, organize young students to help the elderly clean up the environment, organize rooms, talk with

the elderly in a planned way, pay attention to the health of the elderly, cultivate service awareness and the traditional Chinese virtues such as the respect for the elderly.

The third is to optimize the theme of class meeting and strengthen the activities of student associations. The cultivation of good behavior habits is the focus of behavioral culture construction. It is necessary to make full use of the cultural activities of the club, such as the flag raising ceremony, theme conferences, campus cultural activities, social practice activities, class management, dormitory management and other ways to cultivate students' civilized and positive attitude towards life, good behavior habits, and students' concentration in work. Good behavior is the cornerstone of students' growth and success.

Fourth, the teachers should pay attention to the guidance of learning methods and the healthy personality of students. The colleges should actively promote the development of students' personality, overall development and harmonious development, enrich students' learning experience and spiritual world, improve the quality of life, and create a standardized style. The teachers should study the learning law of students, effectively carry out the guidance of learning methods, help the students master scientific learning methods, and improve the initiative and effectiveness of learning. It is necessary to adhere to the key behavior training one month, select the behavior model class according to the requirements to improve the formation of a good school spirit as a way for assessment and evaluation. In order to improve the quality of students' life, various campus cultural activities and special education activities are carried out, such as legal education, safety education, health education and psychological education. It is required to strengthen the effectiveness of ideological and political education, guide students to establish a clear learning goal, regulate their own behavior, promote the formation of a good style of study, and ensure the realization of the goal of talent training. The colleges should strictly enforce the management system of student status, strengthen the education and handling of all kinds of disciplinary violations, strengthen the education of students' integrity, constantly improve the incentive mechanism, adhere to carry out evaluation activities for advanced and outstanding students, praise the advanced, spur the backward, and strive to create a positive learning atmosphere.

The sixth is to cultivate students' self-discipline consciousness with activities as the carrier. The teachers should encourage students to take part in various sports activities. Also, they must earnestly organize all classes to hold "theme class meeting of style construction", and vigorously publicize good deeds, advanced individuals and advanced collectives in style construction. In order to guide students to abide by the code of ethics, it is required to carry out activities such as entering classrooms, dormitories and eating halls in accordance with the code of ethics, creating civilized classes, students and dormitories.

### III. THE EFFECT OF CULTURAL EDUCATION IN HIGHER VOCATIONAL COLLEGES

#### *A. Improvement of management level*

Through the construction and development of campus culture, the school quickly turned to cultural management. The first is to further improve the overall planning level and carefully build the campus material culture. The colleges have made great efforts to build a campus environment of "five fines and three suitable" and an integrated classroom with the characteristics of intelligent logistics, and constantly implement the core concept of "cultivating talents with ingenuity and achieving mission". Secondly, the colleges have continuously enhanced the ability of innovation and development, and have focused on refining the quality management culture. Also, the colleges establish the core quality concept, innovate the organizational management and incentive of quality culture, improve the department assessment and strengthen the staff performance assessment, build a scientific assessment system, carry out the target management for school running industry and follow-up education training, implement the annual target responsibility assessment, fully activate the school resources, and effectively mobilize the enthusiasm and creativity of all teachers and students. Over the past three years, the annual completion rate of the key points of the work of the Party committee and the work report of the president of the university has been over 95%. The completion rate of the 13th five-year plan of the university has reached 92%. The quality values and moral values of teachers and students have been constantly improved. The practical results of quality culture have been constantly displayed. The quality management level of the university has been effectively improved. The third is to advocate harmony and establish a people-oriented system culture. In accordance with the school constitution, a complete set of rules and regulations has been established to regulate the behavior of teachers and students. It also forms campus system culture, adheres to the principal responsibility system under the leadership of the Party committee, constantly improves the system of the faculty congress, comprehensively implements and deepens the system of school affairs publicity, and formulates and improves more than 220 management systems, such as the party mass management, administrative management, teaching management, student management, financial management and logistics management, achieving the goal of running the school according to law. Practice has proved that by shaping excellent campus culture, the colleges can effectively ensure the smooth development and implementation of all work and activities of the school, effectively promote the sustainable, rapid and harmonious development of the school, and fully demonstrate the school's level and characteristics.

#### *B. Remarkable achievements in education*

In recent years, the school has implemented the strategy of strengthening the school through cultural education, insisted on cultural education, and constantly enhanced the cultural confidence of teachers and students. First,

cultivating the spirit of craftsmanship is fully demonstrated. Students' innovation and entrepreneurship and professional skills have been greatly improved. In the past three years, they have won more than 200 provincial and national technology competition awards, including 12 items of national vocational skills competition for students in higher vocational colleges, with 2 first-class awards and 1 special award for national challenge-cup innovation and entrepreneurship competition. The integrity value and craftsmanship of students were further highlighted, the student career promotion rate reached 62%, and customer satisfaction was as high as 96.8%. The training for "four-have" teachers and dual-teacher has achieved remarkable results. In the past three years, it has cultivated 1 Furong teacher of Hunan province, 5 provincial professional (group) leaders, 23 provincial young backbone teachers, 1 national logistics teacher, 20 members of national vocational education and teaching innovation team. They have won 54 provincial and national awards for teacher competence, including 9 provincial first prizes and 2 national first prizes. In particular, they have won the first prize nationwide in ideological and political theory teaching demonstration contest among the universities.

#### *C. Outstanding results of running school*

The school promotes the connotation construction of the school by cultural construction and value identification. In recent years, a large number of educational and teaching achievements have emerged. The school has won 43 provincial and national awards for teaching achievements and scientific research achievements, including one award for teaching achievement of national logistics industry and one progress award for national science and technology, Hunan provincial language standardization demonstration school, and more than 30 major education and teaching projects in three provincial first-class characteristic professional groups in Hunan province, as well as national network demonstration space, national and provincial excellent quality teacher training base, national 1 + X teacher training base, national modern apprenticeship pilot college, national vocational college teacher education and teaching innovation team, national collaborative innovation center, national productive practice and training base.

### IV. CHARACTERISTICS OF CULTURAL EDUCATION IN HIGHER VOCATIONAL COLLEGES

#### *A. Characteristic innovation*

The school should further innovate cultural concept and characteristic cultural creation activities. Through campus beautification project, position construction project, cultural logo project, teaching material development project, activity construction project and other campus characteristic cultural system projects, it has formed a number of cultural gold signboards that are well-known inside and outside the province. The gold key growth project has cultivated a large number of high-quality and high-skilled talents with high ideological quality, good moral cultivation and strong

physical skills through the innovation of student club activities. The three-three system reform of the party school builds the ideological foundation for the development and ideological construction of school party members through the reform of the training and training mode of party members. With the branch building the projects and the party flag floating in the cause through the innovation of the management mode of the grass-roots party branch, the logistics information technology resource database has been included in the national professional teaching resource database with four years of experience, which has formed the unique cultural brand project of the school and injected vitality into the development of the school.

### *B. Social impact*

In recent years, the school has been guided by cultural construction, and the cultural brand and value of school have been constantly highlighted. It has been reported to more than 130 times by provincial and national media such as Hunan daily and China Education Daily. The total number of new media matrix fans such as micro-blog, WeChat public account has amounted to more than 13 million fans, and the number of visits has reached 21 million times. The number of visiting cultural brand projects such as the golden key project and the campus culture festival has reached 12.7 million times. There were more than 700 times that domestic peers came to school to study and exchange, and 15 times that foreign student came to school to exchange. The school leaders made keynote speeches and exchanges at national conferences such as the national president's joint meeting, the national logistics vocational education annual meeting, etc. for five times. The school has been rated as the excellent Huang Yanpei School in Hunan province, the most popular vocational college in China, the most popular vocational college in the logistics industry, etc. The social image of the school is constantly rising, and the beauty and brand value are constantly highlighted.

## V. CONCLUSION

Higher vocational colleges should closely focus on the school motto and the central work of the school, combining the school spirit, the construction of study style, ideological and political education, and the construction of class style. It is necessary to strengthen the construction of school spirit, teaching style and study style, constantly strengthen the construction of school connotation, and form a good atmosphere of teaching education, management education, service education and environment education. With the construction of school spirit and teaching style as the starting point, it is required to strengthen the construction of campus spiritual civilization, consolidate the achievements of civilization creation, adhere to the good school spirit, guide the college students clear learning objectives and correct learning attitude. Through the school spirit construction activities, the teachers can carry out some activities such as helping students love learning, learn to learn, inspect the study style and evaluate excellent class

collective of school spirit construction, etc. The colleges can further improve the level of study style construction, create a good school spirit and learning atmosphere, establish and improve the long-term mechanism of constructing the school spirit and study style. It is required to comprehensively improve the level of the civilization of teachers and students and the level of campus spiritual civilization construction, and comprehensively improve the quality of education and teaching in schools, so as to promote the healthy and harmonious development of schools.

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